



COMMONWEALTH OF MASSACHUSETTS
EXECUTIVE OFFICE OF ENERGY & ENVIRONMENTAL AFFAIRS
DEPARTMENT OF ENVIRONMENTAL PROTECTION
ONE WINTER STREET, BOSTON, MA 02108 617-292-5500

DEVAL L. PATRICK
Governor

TIMOTHY P. MURRAY
Lieutenant Governor

IAN A. BOWLES
Secretary

LAURIE BURT
Commissioner

July 1, 2008

RE: Seasonal Demand Management Plan for Registered Commercial/Industrial Facilities

Dear Commercial/Industrial Manager:

Consistent with good water conservation practices and as part of the recent Water Management Registration Renewal, registered commercial/industrial facilities are required to implement a drought triggered Seasonal Demand Management Plan (SDMP) by May 1, 2009. The SDMP, at a minimum, restricts *nonessential* outdoor water use between May 1st and September 30th whenever the Massachusetts Drought Management Task Force declares a drought level of "Advisory" or higher (i.e., "Watch", "Warning" or "Emergency") for the region in which your water withdrawal point is located. Further reductions in nonessential outside water use are encouraged.

To assist commercial/industrial facility managers, the Department committed to developing a SDMP outline for registrants. The attached outline was developed to facilitate the development of the SDMP, assess your implementation with a list of water conservation Best Management Practices, and evaluate your ability to implement a SDMP consistent with the requirements of your registration statement.

Of particular importance in developing your SDMP and in evaluating its effect on your commercial/industrial facility, is the recognition of nonessential outside water uses. Nonessential outside water use refers to landscape watering, spray washing of parking lots, driveways, sidewalks, etc. (activities not to be confused with appropriate Best Management Practices for parking lot or driveway cleaning required for stormwater management purposes). The Department recognizes that water used in the production of food or fiber, or to meet the core function of a business is considered essential water use and not subject to SDMP restrictions.

If your facility currently has a program to limit nonessential outdoor water use that meets the Water Management SDMP criteria, the completed outline form may serve as your SDMP, pending the Department's review and approval. Registrants also have the option of offering an alternative SDMP Plan that includes specific conservation measures that could result in greater

facility-wide water savings or greater environmental benefits than the nonessential outdoor water restrictions required by the SDMP. MassDEP will review any alternative SDMP.

Beginning on May 1, 2009, you are required to implement the reductions in your SDMP whenever a drought level of "Advisory" or higher is declared for the region in which your water withdrawal point is located. You will be expected to report on the implementation of that SDMP in your Annual Report filing with MassDEP.

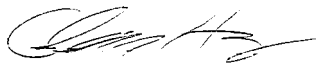
Please complete and return the attached SDMP form to the Department by September 30, 2008. The Department will notify you by January 1, 2009, if further modification to your plan is required in advance of the implementation date. If you do not hear from the Department by January 1, 2009, you can consider your SDMP approved and start implementation of the plan beginning on May 1, 2009.

Finally, with the increased costs for all resources, conserving water is a method businesses can use to save money. Businesses are encouraged to look at the volume of their *essential* water use to determine if additional conservation can be implemented. The Massachusetts Office of Technical Assistance and Technology (OTA) provides a range of assistance and information designed to improve water use efficiency and reduce wastewater discharge. Information on OTA's water conservation services can be accessed at:

http://www.mass.gov/envir/ota/resources/water_conserv.htm

Should you have any questions on the SDMP form or the requirements of your Registration Statement, Contact Duane LeVangie of my staff at (617) 292-5706.

Sincerely,



Glenn Haas
Acting Assistant Commissioner
Bureau of Resource Protection

Cc: Duane LeVangie, MassDEP-WMA Program, Boston, with Enclosure
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